

Message Text

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PAGE 01 DAMASC 01866 210758Z

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 210613Z MAY 75
FM AMEMBASSY DAMASCUS
TO MR. ANDREW MCNALLY IV
PRESIDENT
RAND MCNALLY AND COMPANY
P.O. BOX 7600
CHICAGO, ILLINOIS 60680
TEL: 312-267-6868O
INFO SECSTATE WASHDC 3504
USDOC WASHDC

UNCLAS DAMASCUS 1866

FROM AMBASSADOR MURPHY

STATE FOR NEA/ARN

COMMERCE FOR CAGNE

E.O. 11652: N/A
TAGS: BEXP,HSY
SUBJ: DAMASCUS INTERNATIONAL FAIR

DEARHMR. MCNALLY:

RECALLING WITH PLEASURE OUR MEETING HERE IN DAMASCUS LAST JANUARY, I WANT TO BRING THE FOLLOWING MATTER TO YOUR PERSONAL ATTENTION. THE TWENTY-SECOND DAMASCUS INTERNATIONAL FAIR WILL BE HELD JULY 25 TO AUGUST 20, 1975. THE FAIR AUTHORITY IS MOST EAGER TO HAVE AMERICAN PARTICIPATION AFTER THE VERY SUCCESSFUL EXHIBITION LAST YEAR AND IS CONSTRUCTING A NEW U.S. PAVILION AT AN EXCELLENT LOCATION ON THE FAIRGROUNDS. THE DEPARTMENT OF COMMERCE HAS AGREED TO SUPPORT A COMMERCIAL PRESENCE FAIR PARTICIPATION IN THE FAIR AND HAS ALREADY SENT OUT ITS EXHIBITION DIRECTOR.

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OUR PARTICIPATION WILL NOT BE POSSIBLE WITHOUT THE
CLOSE COOPERATION OF FIRMS SUCH AS YOURS. AS YOU HEARD
FROM PRESIDENT ASAD ON JANUARY 21, AMERICAN BUSINESS FIRMS
WILL BE WARMLY WELCOMED TO SYRIA AND THE SYRIAN GOVERNMENT
LOOKS FORWARD TO COOPERATING WITH U.S. COMPANIES. MY
STAFF AND I AT THE EMBASSY AND THE DEPARTMENTS OF STATE AND
COMMERCE STAND READY TO ASSIST YOU IN DEVELOPING BUSINESS IN
THIS RAPIDLY DEVELOPING MARKET -- U.S. EXPORTS, WHICH HAVE
AVERAGED \$25 MILLION PER YEAR OVER THE LAST SEVERAL YEARS,
ARE NOW WELL OVER \$150 MILLION IN THE LAST NINE MONTHS. WE
HAVE ESTABLISHED A NEW AID RELATIONSHIP WITH SYRIA WHICH
SHOULD HELP MANY AMERICAN FIRMS SELL IN THIS MARKET.

I BELIEVE YOUR COMPANY'S PARTICIPATION IN THIS FAIR WILL
DEFINITELY ENHANCE YOUR OPPORTUNITIES FOR SALES TO SYRIA AND
I SINCERELY HOPE YOU WILL GIVE SERIOUS CONSIDERATION TO
PARTICIPATION. I LOOK FORWARD TO HEARING FROM YOU. YOU
MAY ALSO WISH TO INFORM THE DEPARTMENT OF COMMERCE'S CAGNE
OFFICE, TEL 202/967-5341.

SINCERELY

/S/ RICHARD W. MURPHY

AMBASSADOR

MURPHY

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